

## **AMENDMENTS TO THE CLAIMS**

This Listing of Claims replaces all prior versions and listings of claims in the application.

### Listing of Claims

1. (Currently Amended) A computer-implemented method comprising:
  - receiving, at a third party facilitator of a transaction, a file including item description data which describes items, and enhanced data which specifies an approach for conducting the transaction and which supplies value benchmarks for the items;
  - monitoring a performance of the transaction as the transaction is being facilitated by the third party facilitator over one or more online channels;
  - ~~calculating using one or more processors to calculate~~ metrics for the items based on comparing the monitored performance of the transaction to the supplied value benchmarks;
  - using the calculated metrics and historical transaction data to generate, by the third party facilitator, a recommendation for improving the performance of the transaction, the recommendation suggesting that an auction type, an auction duration period, a price, an ending time, or a quantity and type of items being sold should be adjusted to different values than were specified by the owner of the items, for any remaining portion of the transaction;
  - presenting a dashboard interface to ~~an owner~~ the owner of the items, the dashboard interface providing the calculated metrics ~~and a~~ and the recommendation of the third party facilitator for improving the performance of the transaction;
  - permitting the owner to adjust the approach for conducting the remaining portion of the transaction, using the dashboard interface; and
  - facilitating the remaining portion of the transaction according to the adjusted approach.
2. – 37. (Cancelled)
38. (Currently Amended) The method of claim 1, wherein permitting the owner to adjust the approach further comprises permitting the owner to adjust a quantity and type of the items being

transacted, responsive to presenting the recommendation of the third party facilitator that the quantity and type of items being sold should be adjusted to different values than were specified by the owner of the items.

39. (Currently Amended) The method of claim 1, ~~wherein~~ wherein:  
facilitating the transaction further comprises selecting a fulfillment center that is appropriate to the items, based on the description data or the enhanced data,  
the fulfillment centers comprise warehouse, shipping, storage, or distribution centers for the items being transacted, and  
the fulfillment center is selected from the group consisting of a new-in-box fulfillment center, a refurbishment fulfillment center, and a fragmented inventory fulfillment center.

40. (Currently Amended) The method of claim 1, further comprising re-conditioning the items at a fulfillment center, wherein ~~wherein~~: receiving the file further comprises, at the third party facilitator:  
receiving an indication from the owner that the items represent fragmented inventory with no associated unique identifier,  
inventorying the items,  
assigning unique identifiers to the inventoried items,  
generating the description data,  
generating the file, and  
populating the file with the unique identifiers and the description data.

41. (Previously Presented) The method of claim 1, wherein the enhanced data which specifies the approach for conducting the transaction specifies which of the one or more online channels to use in conducting the transaction.

42. (Previously Presented) The method of claim 1, wherein the enhanced data which specifies the approach for conducting the transaction specifies how the items should be displayed and sold on the one or more online channels.

43. (Currently Amended) The method of claim 1, wherein the enhanced data which specifies the approach for conducting the transaction specifies which of the items should be grouped displayed together for sale at a same time ~~the transaction~~.

44. (Currently Amended) The method of claim 1, wherein the enhanced data received in the file which specifies the approach for conducting the transaction specifies whether positive customer feedback for the owner should be displayed on the one or more online channels.

45. (Previously Presented) The method of claim 1, wherein the value benchmarks comprise an anchor price for each of the items, and an anchor price flag indicating whether the anchor price represents a Next Best Channel Alternative (NBA), a Cost Of Goods Sold (COGS), a Manufacturer's Suggested Retail Price (MSRP), or a jobber price.

46. (Previously Presented) The method of claim 45, wherein:  
the value benchmarks further comprise an Average Sales Price (ASP) per Stock Keeping Unit (SKU) associated with each item, and  
the ASP per SKU is expressed as a percentage of the anchor price.

47. (Currently Amended) The method of claim 1, wherein presenting the dashboard interface further comprises:

~~an executive summary region~~ providing qualitative subjective information providing value to quantitative information in other regions of the dashboard interface, and further providing the recommendation,

~~top line and bottom line highlights regions~~ providing the calculated metrics,  
~~a highlighted item region~~ identifying a best selling item and a slowest moving item of the items, and

~~a news region~~ displaying feedback for transacted items.

48. (Currently Amended) The method of claim 47, further comprising providing wherein the top line highlights region ~~provides~~ a chart of transaction activity for a given time period.

49. (Previously Presented) The method of claim 1, wherein the transaction comprises a sales transaction.

50. – 51. (Cancelled)

52. (Currently Amended) A computer readable medium encoded with a computer program comprising instructions that, when executed, operate to cause a computer to perform operations comprising:

receiving, at a third party facilitator of a transaction, a file including item description data which describes items, and enhanced data which specifies an approach for conducting the transaction and which supplies value benchmarks for the items;

monitoring a performance of the transaction as the transaction is being facilitated by the third party facilitator over one or more online channels;

calculating metrics for the items based on comparing the monitored performance of the transaction to the supplied value benchmarks;

using the calculated metrics and historical transaction data to generate, by the third party facilitator, a recommendation for improving the performance of the transaction, the recommendation suggesting that an auction type, an auction duration period, a price, an ending time, or a quantity and type of items being sold should be adjusted to different values than were specified by the owner of the items, for any remaining portion of the transaction;

presenting a dashboard interface to ~~an owner~~ the owner of the items, the dashboard interface providing the calculated metrics ~~and a~~ and the recommendation of the third party facilitator for improving the performance of the transaction;

permitting the owner to adjust the approach for conducting the remaining portion of the transaction, using the dashboard interface; and

facilitating the remaining portion of the transaction according to the adjusted approach.

53. (Currently Amended) A system comprising:

one or more computers; and

a computer-readable medium coupled to the one or more computers having instructions stored thereon which, when executed by the one or more computers, cause the one or more computers to perform operations comprising:

receiving, at a third party facilitator of a transaction, a file including item description data which describes items, and enhanced data which specifies an approach for conducting the transaction and which supplies value benchmarks for the items,

monitoring a performance of the transaction as the transaction is being facilitated by the third party facilitator over one or more online channels,

calculating metrics for the items based on comparing the monitored performance of the transaction to the supplied value benchmarks,

using the calculated metrics and historical transaction data to generate, by the third party facilitator, a recommendation for improving the performance of the transaction, the recommendation suggesting that an auction type, an auction duration period, a price, an ending time, or a quantity and type of items being sold should be adjusted to different values than were specified by the owner of the items, for any remaining portion of the transaction,

presenting a dashboard interface to ~~an owner~~ the owner of the items, the dashboard interface providing the calculated metrics ~~and a~~ and the recommendation of the third party facilitator for improving the performance of the transaction,

permitting the owner to adjust the approach for conducting the remaining portion of the transaction, using the dashboard interface, and

facilitating the remaining portion of the transaction according to the adjusted approach.

54. (Currently Amended) The system of claim 53, wherein permitting the owner to adjust the approach further comprises permitting the owner to adjust a quantity and type of the items being transacted, responsive to presenting the recommendation of the third party facilitator that the quantity and type of items being sold should be adjusted to different values than were specified by the owner of the items.

55. (Currently Amended) The system of claim 53, ~~wherein~~ wherein:  
facilitating the transaction further comprises selecting a fulfillment center that is  
appropriate to the items, based on the description data or the enhanced data,  
the fulfillment centers comprise warehouse, shipping, storage, or distribution centers for  
the items being transacted, and  
the fulfillment center is selected from the group consisting of a new-in-box fulfillment  
center, a refurbishment fulfillment center, and a fragmented inventory fulfillment center.

56. (Currently Amended) The system of claim 53, wherein the operations further comprise  
re-conditioning the items at a fulfillment center, wherein ~~wherein~~: receiving the file further  
comprises, at the third party facilitator:

receiving an indication from the owner that the items represent fragmented inventory  
with no associated unique identifier,  
inventorying the items,  
assigning unique identifiers to the inventoried items,  
generating the description data,  
generating the file, and  
populating the file with the unique identifiers and the description data.

57. (Previously Presented) The system of claim 53, wherein the enhanced data which  
specifies the approach for conducting the transaction specifies which of the one or more online  
channels to use in conducting the transaction.

58. (Previously Presented) The system of claim 53, wherein the enhanced data which  
specifies the approach for conducting the transaction specifies how the items should be displayed  
and sold on the one or more online channels.

59. (New) The computer readable medium of claim 52, wherein the value benchmarks  
comprise an anchor price for each of the items, and an anchor price flag indicating whether the

anchor price represents a Next Best Channel Alternative (NBA), a Cost Of Goods Sold (COGS), a Manufacturer's Suggested Retail Price (MSRP), or a jobber price.

60. (New) The system of claim 53, wherein:

the value benchmarks further comprise an Average Sales Price (ASP) per Stock Keeping Unit (SKU) associated with each item, and

the ASP per SKU is expressed as a percentage of the anchor price.